

When You Have Meningitis, The Clock is Ticking...

92% of Canadians Claim to be Somewhat, Not Very, or Not At All Familiar with Meningitis and Half of Canadians Do Not Realize that Meningitis Can be Transmitted by Coughing or Sneezing, Sharing Drinking Glasses, Kissing and Sharing Eating Utensils

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Ipsos Reid

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Waterloo, ON - Newly released research conducted by Ipsos Reid on behalf of the Meningitis Research Foundation of Canada reveals Canadians are not very familiar with meningitis symptoms, which can often be mistaken for the flu, making it difficult for many people to recognize the severity of the situation.

Survey highlights include the following:

- 92% of Canadians claim to be somewhat, not very, or not at all familiar with meningitis.
- If their child complained of a stiff neck and developed a sudden fever and/or small irregular purple spots:
 - 70% of Canadians would take their child to the emergency room immediately
 - 18% of Canadians would make an appointment with their doctor
 - 10% would wait 24-48 hours and re-evaluate
 - 2% would do nothing
- The proportion of Canadians who think meningitis can be transmitted via:
 - Coughing and sneezing - 52%
 - Sharing drinking glasses - 46%
 - Kissing - 45%
 - Sharing eating utensils - 44%

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- 85% of Canadians with children would likely have their children vaccinated against the vaccine-preventable meningitis bacteria knowing that this procedure is recommended by the National Advisory Committee on Immunization (NACI).
- 59% of Canadians said they would be surprised to learn that their province did not offer a vaccination program to protect their children against four of the five vaccine-preventable meningitis bacteria.

These are some of the findings of an Ipsos Reid poll conducted between March 13th and 14th, 2012 on behalf of the Meningitis Research Foundation of Canada. For this survey, a national sample of 1,014 Canadian residents from Ipsos' Canadian online panel were interviewed online. Weighting was then employed on the sampler to balance demographics and ensure that its composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-3.1 percentage points 19 times out of 20 of what the results would have been had the entire population of adults in Canada been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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